

ADVERTISEMENT ASSIGNMENT

Description: Students will create 2 advertisements for a current or new product using Word. Each advertisement will highlight a different advertising technique.

	Excellent - 4	Good - 3	Satisfactory - 2	Needs Improvement - 1
Originality	The project shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, and inventive.	The project shows some evidence of originality and inventiveness.	The work is an extensive collection and rehash of other people's ideas, products, and images. There is little evidence of new thought or inventiveness.	The work is a minimal collection or rehash of other people's ideas, products, and images. There is no evidence of new thought.
Writing	The writing is legible, clear, and grammatically correct. The writing entices the consumer.	The writing is legible and clear with few grammatical errors. The writing entices the consumer.	The writing is mostly legible and clear with some grammatical errors. The writing is somewhat enticing.	The writing is illegible and/or unclear. The writing is unenticing or full of grammatical errors.
Presentation Format	The advertisement is an aesthetically pleasing, creative, and original example of the chosen format.	The advertisement is aesthetically pleasing/creative/or original and a good example of the chosen format.	The advertising is pleasing and is a satisfactory example of the chosen format.	The advertisement is unoriginal and is not an example of the chosen format.
Advertising Technique	The advertisement uses the chosen advertising technique creatively and well.	The advertisement is a good example of the use of the advertising technique.	The advertisement uses the advertising technique satisfactorily, but not creatively.	The chosen advertising technique is not followed or no advertising technique exists.